

GROUP BUYING EXPERT AND TIPPR CEO, MARTIN TOBIAS, INVITED TO SPEAK AT DAILY DEAL SUMMIT WEST

Tippr to Reveal Enhanced White Label, Daily Deal Platform for Publishers in Booth #201

SEATTLE – September 15, 2011 – Tippr™, the premier provider of [group buying solutions](#), today announced the company's Founder and CEO, Martin Tobias, will participate in a panel discussion on the future of daily deals at the first annual [Daily Deal Summit West](#) at the Marriott Marquis in San Francisco on Sept. 22nd. Tippr will also be showing off its comprehensive white label solution including a first-look at enhancements designed to extend the reach of the publisher's brand and audience, in booth #201 at the show.

The daily deal model is evolving on a daily basis. At Daily Deal Summit West, Tobias will discuss the benefits of creating a daily deal offering for an established brand and targeted loyal audience.

Is the Deal Model In Jeopardy or Just Getting Close?

When: Thurs., Sept. 22 at 10:15 a.m. – 10:45 a.m. PT

Speakers:

- Martin Tobias, Founder & CEO, Tippr
- Beth Ellard, EVP & General Manager, Daily Candy
- Henry Wong, Founder & CEO, Rally Commerce

Moderator:

- Dan Hess, Founder & CEO, Local Offer Network

Description: Companies always want more customers, and the use of discounts to get them has been around almost as long as businesses have. So why is that the deal space is drawing so much criticism for turbo-charging and productizing the discounting process? Some deal-oriented companies are even trying to distance themselves from the deal space. Have the aggressive tactics and saturation set the space back, or are the tough questions just part of the maturation process?

Be sure to stop by booth #201 to hear more about how Tippr is helping media publishers extend their reach and further monetize their high affinity audience.

About Tippr

Tippr™ is the premier provider of group buying solutions. PoweredByTippr™, Tippr's white-label platform, is the industry's only patented software and services solution that provides publishers with the robust technology, full suite of services, and extensive network required to power a successful group buying service. Tippr leverages the techniques learned from its own leading deal site, Tippr.com, to optimize the platform

and power the success of its partners. The Tippr platform offers both traditional and new media properties a risk-free, turn-key solution, while also creating additional inventory for local and national advertisers.

Tippr is headquartered in Seattle, Washington and is funded by leading venture capital firms including RRE Ventures. For more information, go to www.PoweredByTippr.com.

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